

COOPERATIVE EXTENTION SERVICE

Statement of Purpose

North Carolina Cooperative Extension - Catawba County Center is a cooperative educational agency sponsored jointly by the United States Department of Agriculture, North Carolina State University, North Carolina A&T State University, and Catawba County. It provides Catawba County citizens with scientifically based information and informal educational opportunities focused on local needs and issues in four major areas: Agricultural and Natural Resources, Family and Consumer education, 4-H and Youth, and Community and Rural Development.

Outcomes

Life Skills

1. As a result of participation in the LifeSkills, 700 youth will learn about the dangers of alcohol, marijuana, and tobacco use and participate in lessons designed to help them build life skills associated with avoiding substance use. 75% of the student participating in LifeSkills will show improved knowledge and/or improved skills in decision making, communication, goal setting, or refusal skills based on pre and post tests and teacher evaluations. LifeSkills is a program offered in cooperation with Catawba County schools.

K-12 Academic Achievement

2. 700 elementary students will participate in Science, Technology, Engineering, and Math programs (STEM) offered in school classrooms and through out-of-school settings. As a result of their participation, 85% of the students participating in science programs will show increased interest and knowledge in science based on written evaluations from teachers, after-school, parents, and students. 4-H science programs are designed to correlate with North Carolina standard course of study and the National Science Standards Profitable and Sustainable Agriculture Systems.
3. One hundred and ten green industry professionals in the nursery, greenhouse, and landscape business will receive professional training through North Carolina Cooperative Extension and be encouraged to adopt and use practices associated with Best Management Practices (BMP), ornamental plant selection, innovative production practices, Integrated Pest Management (IPM), alternatives to conventional practices and environmentally sound practices related to protection of water quality. Practices related to IPM and BMPs will impact the amounts of pesticides applied to the environment in Catawba County, and will create an awareness among green industry professionals and employees on being better environmental stewards. Evaluations will be based on implementation of practices adopted and implemented, client reports, and participation in workshops.

4. Twenty farms and/or 2,000 acres of farmland will be enrolled in the Voluntary Agricultural District (VAD) Ordinance. In collaboration with the County Planning and Zoning Office, North Carolina Cooperative Extension will oversee the implementation of this ordinance by organizing the Catawba County Agricultural Advisory Board by providing the Board with record keeping, correspondence, application procedures, and offering other services needed by the Board to complete its duties.
5. Two-hundred and fifty livestock and forage producers will increase their knowledge and implement one or more management practices that will improve farm profitability in Fiscal Year 2009/10. Evaluation methods will include formal surveys of program participants, personal communications with clients to document savings or increased income from practice adoption, participation/attendance in educational programs and financial comparisons of various feeding/marketing methods to determine success.
 - a. Improved skills in evaluating feed ingredients with regard to price and quality that will result in lower feed expenses and/or higher production goals for the farm enterprise.
 - b. Improved marketing programs for feeder calves and replacement heifers that will result in increased returns over more traditional marketing methods.
 - c. Youth will improve their livestock management skills through participation in the 4-H livestock program to include livestock judging, skill-a-thon and live animal projects.
 - d. Forage producers will improve the production and utilization of forages on their farms through learning activities such as pasture walks, grazing schools, drill calibration workshops, weed control demonstrations, soil sample evaluations and improved fertility management.
6. Through the creation of a Hmong farmers' collaborative having strong ties to supporting agencies, such as Cooperative Extension and United States Department of Agriculture (USDA), 10 Hmong farmers will develop improved skills in the following:
 - a. Farm production methods
 - b. Pastured poultry production
 - c. Experience with growing new vegetable crops
 - d. Exposure to season extension techniques
 - e. Expansion into new markets

This will be accomplished through participation in field demonstrations, mentoring and technical assistance for individual farmers, and scheduling of pre-recorded educational segments on a local Hmong radio station. The measurement of success will include participant surveys, personal success stories, and one-on-one contact.

7. Twenty dairy and other farmers will potentially maximize farm profitability and demonstrate improved knowledge through implementation of one or more of the following farm management practices:

- a. Animal waste and fertilizer management
- b. Soil and plant tissue sampling
- c. Soil conservation practices
- d. Forage/feed analysis
- e. Proper manure application equipment calibration
- f. Record keeping
- g. Maintenance of animal waste operator certification

Evaluations will be based on participation in meetings, workshops, one-on-one assistance, field days, informal feedback, adoption of improved record keeping and business management practices, success stories and economic impacts.

8. Seventy-five individuals currently active or considering an agricultural enterprise will increase their comfort level in regards to evaluating new enterprise(s), and learning new production and marketing skills for pastured poultry, mushroom production, organic production, season extension, farm taxation and record keeping issues, pasture management, and etc. This will be a result of their attending one or more 'Ten Acre Tuesdays' workshops during Fiscal Year 2009/10. Evaluations will be based on pre and post surveys of conference participants, one-on-one contact, and participation in the Foothills Fresh local foods initiative.

9. Forty field and forage crops producers will learn about and adopt technology and management practices to improve farm profitability in one or more of the following areas:

- a. Efficient use of crop nutrients and soil fertility
- b. An increased understanding of and application of crop protection tools and improved marketing decisions
- c. Improved disease and insect control that will result in higher production goals and profitability
- d. Implementing sustainable production practices

Achievement will be measured by individual success stories and follow-up surveys.

10. Fifteen livestock producers will learn and implement rotational/intensive grazing systems through educational workshops and farm tours. They will increase their knowledge on design, management, and benefits of a rotational/intensive grazing system. North Carolina Cooperative Extension will assist producers as they incorporate this type of system into their current production. Evaluation will be based on participation in workshops, follow-up surveys and one-on-one contact.

Local Food Systems

11. Five hundred citizens will receive information on the availability of locally produced foods, the nutritional value of eating locally grown produce and meats, the ease of procurement, and the economic benefits of purchasing direct from the farmer. This achievement will be met through local marketing and advertising efforts for Foothills Fresh, weekly/monthly articles written for local news publications, workshops and meetings. Results will be measured by evaluation of data collected at these events.

Leadership Development

12. By participating in the *C3 Leadership Institute* and *Catawba Youth Council*, 30 high school students will increase their understanding and interest in local government careers and issues. They will demonstrate understanding through successful completion of the Leadership Academy and service projects based on local needs and written evaluations.
13. Through training, support and programming by North Carolina Cooperative Extension 4-H staff, 75 youth and adults will volunteer a total of 750 hours. They will deliver a variety of educational programs, provide leadership for 4-H clubs and will work with youth to lead community service projects. Information will be gathered from 4-H clubs and volunteers throughout Fiscal Year 2009/10 regarding volunteer hours with 4-H and the impact of their volunteerism on the community.

Healthy Eating, Physical Activity and Chronic Disease Risk Reduction

14. As a result of North Carolina Cooperative Extension programming with the collaboration of Catawba Valley Medical Center's Center for Diabetes Control, Catawba County Schools, Catawba County Wellness Committee, Catawba County Department of Social Services, Catawba County Health Department, Catawba County Health Partners, and others, 90% of a projected 250 adults and children will enhance their ability to make healthy food choices, increase physical activity and implement other strategies that will lower their risk for chronic disease. Achievement will be measured by client self-report, written evaluation tools, and other evidence of practice adoption.
15. One hundred participants representing various food service establishments will earn national food safety credentials by completing the *ServSafe* course with 100% indicating knowledge gained and more than 50% reporting their intention to improve one or more food safety practices. Pre- and post-surveys and national certification scores will measure results.

Parenting and Caregiver Skills

16. Fifty parents and child care providers will increase their knowledge and skills in providing safer, more nurturing, appropriate environments for pre-school age children as a result of participation in educational opportunities offered by North Carolina Cooperative Extension (NCCE). Participants will be selected by Children's Resource Center, Parenting Network, child care centers, self-recommendations, and recommendation by other agencies. Evaluation will be based on the number of participants, number of credits awarded, and client reports of changes made as a result of NCCE programs or resources.
17. As a result of programming efforts, 90% of a projected 50 caregiver participants will increase awareness and knowledge, change attitudes, develop skills, and adopt practices and behaviors to provide better care giving. Results will be assessed by pre and post workshop surveys and client self-report.

Family Financial Management Skills

18. One hundred limited resource individuals and families will participate in money management workshops. Sixty percent of the participants will increase awareness and knowledge while changing their attitudes about making and using money management plans. Change will be demonstrated by the adoption of decision-making practices that will help participants achieve family financial goals. Results will be assessed by the pre- and post-workshop surveys and the application of skills.

Natural Resources Conservation

19. Two hundred and fifty residents of Catawba County will gain an increased awareness of litter issues and effective solutions to problems caused by improper solid waste management through educational programming, workshops and events offered by North Carolina Cooperative Extension and other relevant agencies including *Keep Catawba County Beautiful*. These efforts will help combat litter in the County contributing to a better quality of life for the citizens and enhance the potential for economic development. Evaluation will be based on written evaluation and anecdotal evidence.
20. Twenty-five Catawba County residents will adopt one or more new or improved waste management practices such as composting and recycling as a result of educational opportunities provided by North Carolina Cooperative Extension and other agencies concerned with proper solid waste management. Composting and recycling are simple ways citizens can be proactive and reduce the amount of waste sent to the landfill. Additionally, byproducts of composting are free sources of organic matter that can be used in landscaping thereby saving money. Achievement will be tracked through

success stories reported by clients, written evaluation, and evidence of practice adoption.

21. The North Carolina Cooperative Extension, working in conjunction with Keep Catawba County Beautiful, will work with local municipalities to implement an Adopt-A-Street program for Catawba County municipalities. The new program will be similar to the Adopt-A-Highway program run by the North Carolina Department of Transportation. After introducing the program to four different city or town governments, these governments will present the program for adoption to their city councils. The Adopt-A-Street program is being implemented to help combat the increasing problem of litter in Catawba County. The implementation of this program will help to bring more attention to the County's litter problems by creating more civic engagement (local groups will adopt city and town streets) and publicity (each street adopted will receive two signs indicating the street's designation as an adopted street along with the name of the adopting group).
22. Cooperative Extension will organize representatives from all County Departments to create a Green Initiatives Team and help facilitate a cohesive plan for Countywide implementation of "green" ideals. Initial goals include working with Public Health to determine the carbon footprint of Catawba County Government and establishment of strategies to reduce County government's footprint. This team will also work with the County's Information Technology department to develop a central Green website, which will link all of the green themed activities engaged in throughout the County's departments.

Urban and Consumer Agriculture

23. Two thousand five hundred citizens will show increased knowledge and awareness of proper plant selection, plant management and/or pest management practices in residential and community landscapes. This outcome will be met through plant clinics, workshops and individual consultations. Evaluation will be based on contact data, pre/post testing of workshop participants and follow-up surveys.
24. One hundred and fifty horse owners will increase their knowledge of horse management by participating in programs on weed control and pasture management on horse farms, farm management, disease control and prevention, horse evaluation/selection, hay and feed evaluation and horse waste management.
25. Twenty-five individuals will adopt one or more environmentally sensitive landscaping practices as a result of participating in North Carolina Cooperative Extension's educational programs. Landscaping practices directly affect soil and water quality and wildlife ecosystems. Educational programs may include proper watering and fertilizing methods, erosion control, or landscaping to encourage wildlife. Skills learned will help

reduce the negative impact of landscaping practices on the environment by minimizing soil and water contamination. Evaluation will be measured by success stories reported by clients, follow-up surveys, and evidence of practice adoption.

26. Fifty residents of Catawba County will gain knowledge of effective practices to conserve and protect ground and surface water as a result of educational programming provided by North Carolina Cooperative Extension. Educational programming topics may include storm water management, rain gardens and other water conservation methods. Recent droughts have made water conservation important and have made it necessary to keep our available water supply clean. Progress will be measured by surveys of participant knowledge increase and intent to implement one of more practices.

Administrative

27. To ensure prompt, efficient, and courteous service is extended to our customers, North Carolina Cooperative Extension (NCCE) will realize a 98% customer satisfaction rating on a random sample survey administered to NCCE and Catawba County staff, external contractors, vendors and customers utilized by NCCE during Fiscal Year 2009/10. The Outcome will be measured based on surveys administered in February 2010.

Cooperative Extension Services

Reinventing Department

Organization: 310050

	2007/08 Actual	2008/09 Current	2009/10 Requested	2009/10 Approved	Percent Change
Revenues					
Federal	\$9,532	\$19,269	\$0	\$0	-100%
State	0	0	20,000	20,000	100%
Local	29,996	27,611	27,661	27,661	0%
Miscellaneous	0	0	5,150	5,150	100%
From Self Insurance	13,566	0	0	0	0%
General Fund	280,760	263,153	258,414	258,414	-2%
Total	\$333,854	\$310,033	\$311,225	\$311,225	0%
Expenses					
Personal Services	\$233,526	\$237,665	\$238,443	\$238,443	0%
Supplies & Operations	100,328	72,368	72,782	72,782	1%
Capital	0	0	0	0	0%
Total	\$333,854	\$310,033	\$311,225	\$311,225	0%
Employees					
Permanent	7.50	7.80	7.80	7.80	0%
Hourly	0.50	0.50	0.00	0.00	0%
Total	8.00	8.30	7.80	7.80	-6%

Fiscal Year 2007/08 Outcome Achievements

Total Outcomes	Achieved	Partially Achieved	Not Achieved	Success Rate
22	21	1	0	95.4%

Budget Highlights

The annual outcomes for Catawba County's Cooperative Extension Services are developed around core purposes of providing citizens with scientifically based information and informal educational operational focused on local needs and issues. Focus remains on the four core areas of the program: Agricultural and Natural Resources, Family and Consumer Education, 4-H and Youth, and Community and Rural Development.

The Catawba County Cooperative Extension Department is leading the County's Green Initiatives Team that is composed of representatives from each County Department. The Team has compiled a current list of activities or practices that each department is doing in order to be more "green" or energy efficient.

The Team has defined goals for the upcoming fiscal year. Each goal has a committee team appointed to work on it. The following are the goals for the Green Initiatives Team:

1. To establish a link on the front page of the Catawba County Green page website to link various green events and activities within County departments.
2. To work to determine the Carbon Footprint of Catawba County Government and establish a reasonable goal for its reduction.

Performance Measurement

Fiscal Year 2009/10

In the upcoming fiscal year, Cooperative Extension has created 26 outcomes in 12 different categories (the same categories that were created in Fiscal Year 2007/08). The following are examples of the new outcomes that Cooperative Extension is going to work on to achieve in the upcoming fiscal year:

- Twenty farms and/or 2,000 acres of farmland will be enrolled in the Voluntary Agriculture District (VAD) Ordinance.
- The North Carolina Cooperative Extension, working in conjunction with Keep Catawba County Beautiful, will work with local municipalities to implement an Adopt-A-Street program for Catawba County municipalities. The new program will be similar to the Adopt-A-Highway program run by the North Carolina Department of Transportation. After the introducing the program to four different city or town governments, these governments will present the program for adoption to their city councils.
- To ensure prompt, efficient, and courteous service is extended to our customers, North Carolina Cooperative Extension (NCCE) will realize a 98%customer satisfaction rating on a random sample survey administered to NCCE and Catawba County staff, external contractors, vendors, and customers during Fiscal Year 2009/10. The survey will be administered in February 2010.

Fiscal Year 2008/09

All of the 25 Cooperative Extension outcomes are either completed or are on schedule to be completed by the end of the fiscal year. However, the first outcome in the Local Food Systems area had its goal decreased from 100 to 50 due to a change in programming from the 'Putting Small Acreage to Work' conference with the 'Ten Acre Tuesdays' series of workshops that started in January 2009. The decrease is due to the smaller crowds and the more attention spent with individuals at the 'Ten Acre Tuesdays.'

As stated in last year's budget, Fiscal Year 2008/09 is the first year that the outcomes for Catawba County Cooperative Extension was changed due to a public scan and a change in the method in which the State of North Carolina categorizes the Cooperative Extension areas. The following are the new subcategories for Catawba County Cooperative Extension's outcomes:

- Life Skills
- K-12 Academic Achievement
- Profitable and Sustainable Agriculture Systems

- Local Food Systems
- Leadership Development
- Healthy Eating, Physical Activity and Chronic Disease Risk Reduction
- Parenting and Caregiver Skills
- Family Financial Management Skills
- Energy Conservation
- Natural Resources Conversation
- Urban and Consumer Agriculture
- Administrative

Fiscal Year 2007/08

During Fiscal Year 2007/08, the Catawba County center of the North Carolina Cooperative Extension completed all of its 23 outcomes and one outcome was omitted due to the delay in hiring a new area crops specialist. The following are some of the achieved outcomes:

Agriculture

- Two hundred and seventy-one nurserymen, greenhouse growers, and landscape professionals showed increased knowledge of grounds management practices which aimed at reducing inputs such as pesticides, water, and fertilizer.
- One hundred and sixty-four dairy and other farmers increased farm profitability and knowledge through implementation of one or more farm management practices.
- Eight hundred and sixty-four beef and forage producers increased their knowledge and implementation of one or more management practices that will improve farm profitability.

Environment and Natural Resources

- Seven hundred and fifty-four citizens of Catawba County gained an increased awareness about litter issues and effective solutions to problems caused by solid waste management through educational programming offered by Extension staff in collaboration with Keep Catawba County Beautiful and organizations concerned with community beautification.
- Two hundred and eighty-five homeowners, business owners, or managers of public locations adopted new and/or improved waste management practices as a result of attending training, presentations, or receiving information offered by the Extension staff in collaboration with Keep Catawba County Beautiful and organizations concerned with proper solid waste management.

4-H Youth Development

- One thousand, three hundred and sixty-five youth gained knowledge and skills to enable them to live a healthier lifestyle by participating in the programs offered by Cooperative

Extension like LifeSkills (substances abuse prevention program) and nutrition/health programs.

- One thousand, two hundred and forty-five youth increased their understanding of science and literacy by participating in school enrichment, after-school, and special interest programs that compliment the school curriculum.

Family and Consumer Sciences

- Nine hundred and fifty-seven residents of Catawba County increased healthy food choices and physical activity as a result of health and wellness education across the lifespan provided by Cooperative Extension in collaboration with Catawba County Health Partners and other agencies.
- One hundred and twenty-six Catawba County family members and caregivers of the aging population gained a better understanding of lifespan development, developed positive interpersonal relationships, and improved the quality of life for family members as a result of educational programs provided by Cooperative Extension.